

# KARA LARGE



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## EXPERIENCE

### **Student Representative, Oct. 2012 - Present**

LexisNexis / St. Petersburg, Fla.

- Promote brand through marketing events to increase product usage
- Develop and plan bi-monthly marketing events
- Assist and train product users to enhance brand loyalty

### **Research Assistant to Professor Lance Long, Aug. 2013 - Aug. 2014**

Stetson University College of Law / St. Petersburg, Fla.

- Wrote two chapters for *The Science Behind the Art of Legal Writing*
- Edited the final drafts of *The Science Behind the Art of Legal Writing*
- Provided research on legal writing, persuasion, and communication

### **Marketing and Public Relations Director, Sept. 2011 - July 2012**

The Health Law Firm / Orlando, Fla.

- Developed and implemented the firm's first marketing plan
- Monitored and briefed Managing Partner on health law trends and news
- Developed the firm's first blog and updated multiple times a week
- Designed print marketing materials and supervised direct mailings
- Assisted in new website design and drafted website content
- Secured media opportunities for attorneys and firm

### **Client and Marketing Manager, Apr. 2011 - Sept. 2011**

Brian Adams PhotoGraphics / Orlando, Fla.

- Created social media content for the business, as well as corporate clients
- Drafted web copy for corporate clients
- Wrote over 20 SEO targeted web pages for clients
- Managed client relations, designer workload and all administrative tasks

### **Account Executive, St. Augustine Art Association, Dec. 2008 - Apr. 2011**

The Dow Advantage Public Relations Group / St. Augustine, Fla.

- Composed and executed all annual and event specific strategic plans
- Created social media accounts, plans, and content
- Grew Facebook from 12 to 1200 fans in a 12 month period
- Monitored client media coverage and conducted all media relations
- Participated in media interviews with First Coast News (t.v. and print)

### **Public Relations Intern, Aug. 2010 - Dec. 2010**

The Robin Shepherd Group / Jacksonville, Fla.

- Wrote and distributed news releases
- Created social media content
- Generated internal communications materials for clients

### **Editor and Staff Writer Jan. 2010 - Dec. 2010**

Coquina Online Magazine / St. Augustine, Fla.

- Wrote 5 feature articles
- Conducted weekly research for article ideas and content
- Managed 30 writers to create web content and maintain copy flow

## EDUCATION



STETSON LAW

Candidate for Juris Doctor, May 2015



FLAGLER COLLEGE

B.A. in Communication, April 2011  
*summa cum laude*

## HONORS

Highest Grade Award in  
Research and Writing

Stetson Law Full Merit  
Scholarship Recipient

Flagler College Communication  
Department Achievement Award

Alpha Chi Honor Society

National Communication Association's  
Honor Society

Flagler College Lewis-Wiley Full Merit  
Scholarship Recipient

## SKILLS

Adobe Creative Suite

Word Press

Basic HTML

Constant Contact

Microsoft Office Suite